



#### **SELMA CITY COUNCIL**

2008 - 2012



Dr. Cecil Williamson President



Thomas C. Atchison Ward 1



Samuel Randolph Ward 5



Susan M. Keith Ward 2



B.L. Tucker Ward 6



Greg J. Bjelke Ward 3



Bennie Ruth Crenshaw Ward 7



Angela Benjamin Ward 4

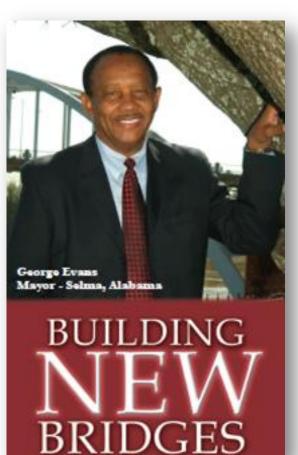


Corey L. Bowie Ward 8



#### **MAYOR GEORGE EVANS**

#### **MAYOR'S MESSAGE**



Greetings Council Members, Employees and Citizens,

It is indeed an honor to be here today to present the State of the City Address.

Let me say at the outset that **the State of the City is strong!** When cities all around us are slashing their budgets, cutting services and laying off personnel, I am proud that measures the City of Selma took allowed us to steer a steady course in 2011 and into the future.

The guiding principle of the past year was to "Do More with Less." And we have certainly done that. My sincere thanks to the dedicated employees of the City of Selma who worked harder with fewer resources and still were able to provide satisfactory levels of service to our citizens.

Selma is on the move! Spurred on by investments in infrastructure and amenities by city government, businesses and individuals are once again investing in Selma. Signs of progress are everywhere.

Great things are happening in Selma! I am proud to serve as your mayor.



# **OVERVIEW**SELMA AT A GLANCE





- Incorporated December 4, 1820
- Mayor-Council form of government
- 320 employees
- Population: 20,756
- 80.3% Black, 18.0% White, 1.7% Other
- Median age: 35
- **Gender: Male 45.5%, Female 55.5%**
- Land Area: 13.81 square miles
- Density: 1,503 residents per sq mile
- 8,079 households
- Median household income: \$21,860
- Education: High School graduates 74.4%, Bachelors degree or higher 19.9%
- 3 colleges, 1 public high school, 2 middle schools, 9 elementary schools, 4 private schools
- Unemployment Rate (Dallas County, December 2011): 13.5%



#### **CHALLENGES FACED IN 2011**

- Continuing economic recession
- Decline in tax revenues/Increase in operating costs
- Rise in violent crime
- Critical infrastructure needs
- Trash and litter
- Equipment breakdowns
- Neighborhood revitalization
- Downtown and Riverfront redevelopment
- Retention and creation of jobs



#### **ACCOMPLISHMENTS IN 2011**

- Balanced FY 2012 Budget
- Trimmed operating costs
- Completed most bond projects
- Completed visitors area of the Interpretive Center
- Completed Phoenix Park
- Completed Riverfront Park Walking Trail
- Completed Water Avenue Streetscape Project
- Completed N. Broad Street Drainage Improvements
- Completed Tippett Drive Drainage Improvements
- Completed Interpretive Center facelift



#### **ACCOMPLISHMENTS IN 2011**

- Partnered with Military Reservists on riverfront and medical assistance projects
- Continued code enforcement efforts to demolish structures and clean up neighborhoods
- Held successful quarterly Citywide Cleanup Days
- Worked to retain jobs and to recruit new industry and retail businesses
- Hosted Dixie Majors Baseball Tournament
- Bigger and better 4<sup>th</sup> of July Celebration
- Brought AHSAA track meet to Selma for 3 Years



# **OVERVIEW**INITIATIVES IN 2011









**Moment of Remembrance** 

**Inspirational Achievers Award** 

Let's Move! Selma

**Mayor's Charity Golf Classic** 







**Mayors Charity Ball** 

**Citywide Cleanup Days** 

**City Department Showcase** 

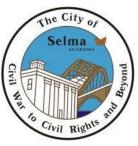


#### PARTNERSHIPS IN 2011

- Strategic Alliance for Health
- Reserve Innovative Readiness Training Personnel
- Selma-Dallas County Leadership
- Selma-Dallas County Youth Leadership
- U.S. Army Recruiting Office
- Selma Times-Journal
- BAMA Budweiser
- Red Cross of the Black Belt
- ROTC
- Craig Airport Authority
- City of Valley Grande

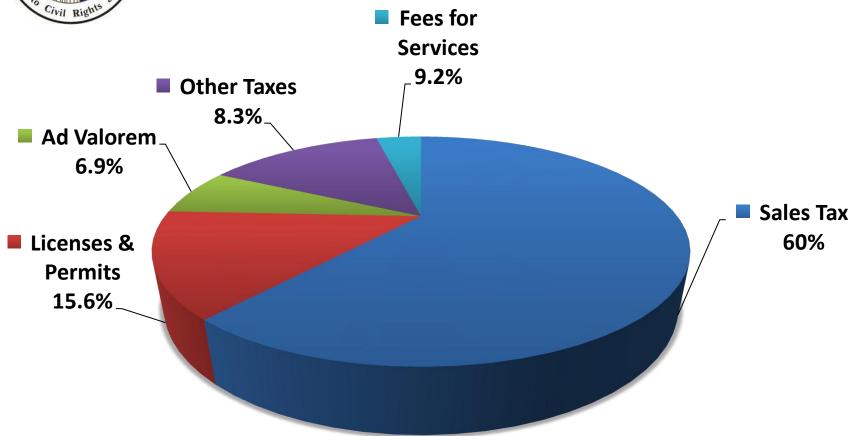
- Downtown Selma Association
- Economic Development Authority
- Chamber of Commerce
- Pepsi-Cola Bottling
- Job Corps Montgomery
- Wallace Community College Selma
- Dallas County Commission
- Alabama Power
- Selma-Dallas County Historic Preservation Society
- Vaughan Community Health Services

# FY 2012 BUDGET



#### FY 2012 BUDGET

#### **REVENUES**

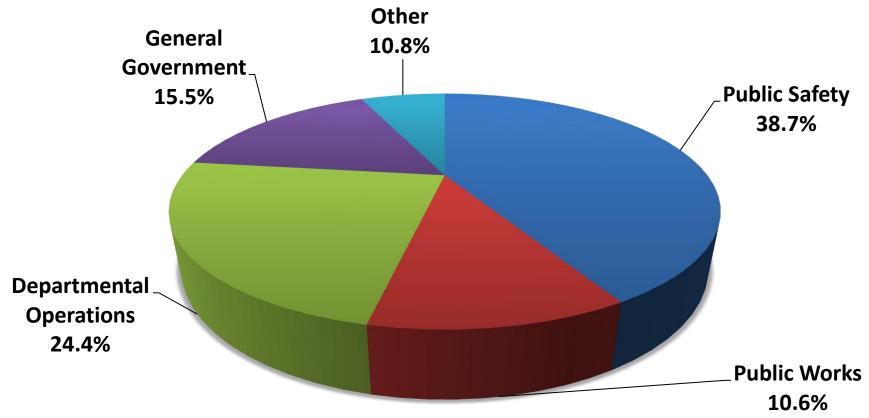


Estimated General Fund Revenues - \$17,141,567



#### FY 2012 BUDGET

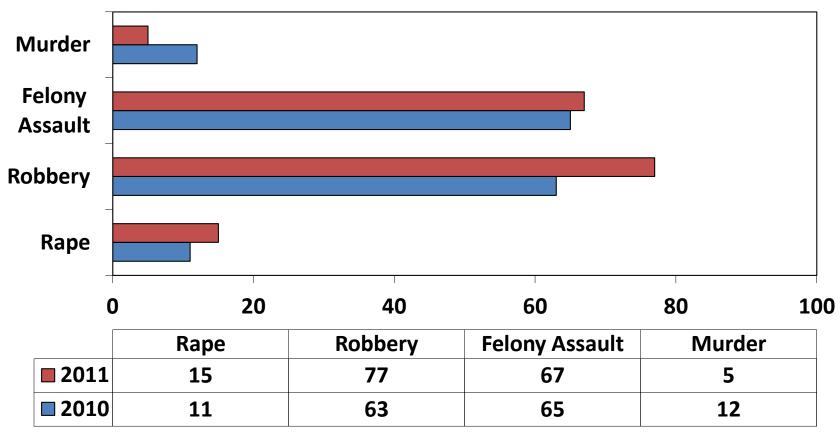
#### **EXPENDITURES**



**Estimated General Fund Expenditures - \$17,079,763** 

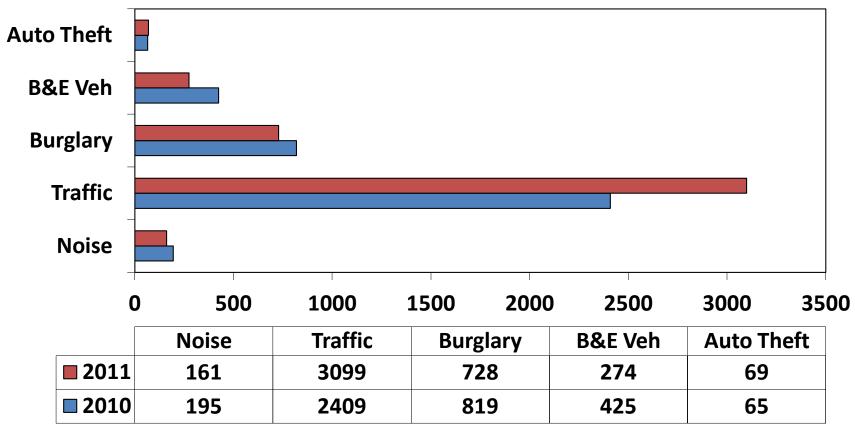


2011 vs 2010





2011 vs 2010





# For every reported murder from 2011 a suspect (or suspects) has been arrested



#### WHAT IS BEING DONE

- The SPD is continually asking citizens for their support in solving crimes
- Requesting higher bonds on repeat offenders to keep them in jail
- Hiring more officers to put more manpower on the street and help reduce crime
- Interviewing old witnesses of cold cases to gain additional information leading to an arrest
- Blood analysis being sent to lab for comparison that could lead to an arrest
- Crime Stoppers PSA on WHBB every Tuesday to obtain information that could lead to an

#### arrest

- \$1000 reward offered on every violent/serious case through Crime Stoppers
- WAKA-TV gets information to the public on cold cases
- Fingerprint evidence transported daily to lab in Montgomery for analysis in order to establish suspects
- Working closely with local salvage yards to watch for stolen items
- Cameras have been placed in hotspots like GWC Homes to catch criminal activity and prevent crime



#### WHAT CITIZENS CAN DO

- Join a Neighborhood/Business
   Watch organization. Contact Sgt.
   N. Fowlkes to get one started
- Call Crime Stoppers anonymously with a tip. Crime Stoppers Hotline: 1-866-44CRIME
- Scan the newspaper daily for clues to local crimes. Also look for related stories on the STJ website or on wbfzfmradio.com
- Think about potential suspects and motives when researching crimes

- Watch shows like "America's Most Wanted" and "The Maury Povich Show" for details on unsolved crimes or missing persons
- If you witness a crime, it is your civic duty to contact the police with information
- Work with, not against local police force to solve old/cold cases
- Businesses and residences should purchase alarms and video surveillance



#### **EQUIPMENT PURCHASES**







The Police, Fire, Public Works, Cemetery and Recreation Departments took delivery on new vehicles in 2010-2011. New tractors, bush hog and zero turn mowers, garbage and trash trucks, fire pumper truck and rescue vehicle and police and fire service vehicles were included in the bond issue.



#### STREET RESURFACING

Over 7.5 miles of street reconstruction and resurfacing projects in every ward totaling over \$1 million were completed. Bad weather led to many delays but all projects are completed. On Mabry Street a portion of the roadbed collapsed and had to be repaired before work could continue.



Above, Mabry Street between Dallas and Selma Avenues. Left, Martin Luther King Street.



#### **SEWER IMPROVEMENTS**

Sanitary sewer projects totaling \$760K on Franklin and Jerome Streets, on the main trunk line behind the old Wal-Mart building and in other locations throughout all wards were started in 2010. Cold and rainy weather over the winter impeded progress but all work is substantially complete.



Photos from the Franklin Street project.





#### **BUILDING RENOVATIONS**



Almost \$1.5 million in interior and exterior renovations and repairs on the public safety building, fire stations, library and other public buildings were completed.







#### **MEMORIAL STADIUM/BLOCH PARK**



Interior and exterior renovations to **Memorial Stadium and Bloch Park** were completed in time for the 4<sup>th</sup> of July Celebration.



#### INFORMATION TECHNOLOGY

The IT Department installed a wireless network at all municipal buildings and established a High Performance Data Center Network at City Hall. In the process of upgrading departmental software for business applications.



Established a next generation Security Monitoring Network for municipal offices and businesses.

Established 25 next generation wireless hot-spots for first responders and municipal workers.





#### **PUBLIC SAFETY - POLICE**



Hired 7 new officers bringing total to 55

P.A.S.S. project distributed over 500 book bags and supplies to Selma City Schools

Conducted 2 Citizen Police Academy. 19 citizens learned about the SPD.

Hosted Cops and Kids Day at Valley Creek Park

Partnered with Rev. Pettus in a gun buyback program





#### **PUBLIC SAFETY - FIRE**

Responded to 866 calls including 355 fires and 224 rescues

Provided mutual aid to the City of Tuscaloosa in the aftermath of the April tornadoes

Hired 8 new firefighters and promoted 2 to rank of Captain and 5 to rank of Sergeant

Upgraded communications equipment to improve response time





#### **PUBLIC WORKS**

Installed 1000 feet of sewer line behind the Old Walmart correcting sewer problems for hundreds of homes and businesses

Resurfaced gravel portion of Bienville between 3<sup>rd</sup> and 4<sup>th</sup> Avenue behind Freedom Baptist Church

North Broad Street Drainage Project. Replaced concrete pipe and ditch to eliminate drainage problems.

Tippett Drive Project. Replaced pipes and catch basin to improve drainage.

Coordinated with Code Enforcement to improve cutting of overgrown lots.





#### **CODE ENFORCEMENT**

		<b>在25.00</b> 1000
	2010	2011
Dilapidated houses identified	90	86
Structures demolished	50	52
Overgrown lots identified	310	187
Citations issued	921	1315
Abandoned vehicles identified	104	132
TOTAL VIOLATIONS	1475	1772





#### **PARKS & RECREATION**

The Recreation Department was responsible for operating Memorial Stadium and Bloch Park as well as Valley Creek Park and Riverview Park, the Sports Complex, East Selma Fish Pond, Dinkins



Pool and basketball courts and playgrounds throughout the city.

The also ran baseball and softball leagues and summer tennis and swim programs and hosted the Dixie Majors Baseball Tournament in 2011.



#### **CEMETERY**



Operated 3 city cemeteries

– Old Live Oak, New Live
Oak and Elmwood
cemeteries

Supported 207 burials, 144 at Old Live Oak and New Live Oak and 63 at Elmwood

Sold 79 grave spaces and placed 124 grave markers

Provided continuous care and beautification of grounds for all properties



#### **ETHERIDGE AVENUE**





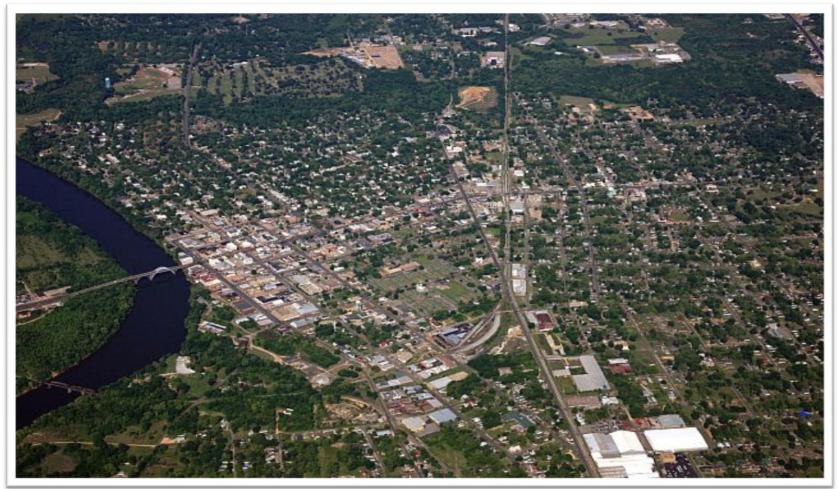
#### **GENERAL GOVERNMENT**

- Conducted successful Ward 3 Special Election and Runoff
- Conducted financial and departmental audits
- Monitored cell phone usage and changed carriers to reduce costs
- Stepped up enforcement of business licenses
- Studied garbage collections
- Employed 113 youth in the 2011 Summer Youth Employment Program
- Issued building permits for new construction projects, repairs and additions totaling \$10.6 million

## REDEVELOPMENT

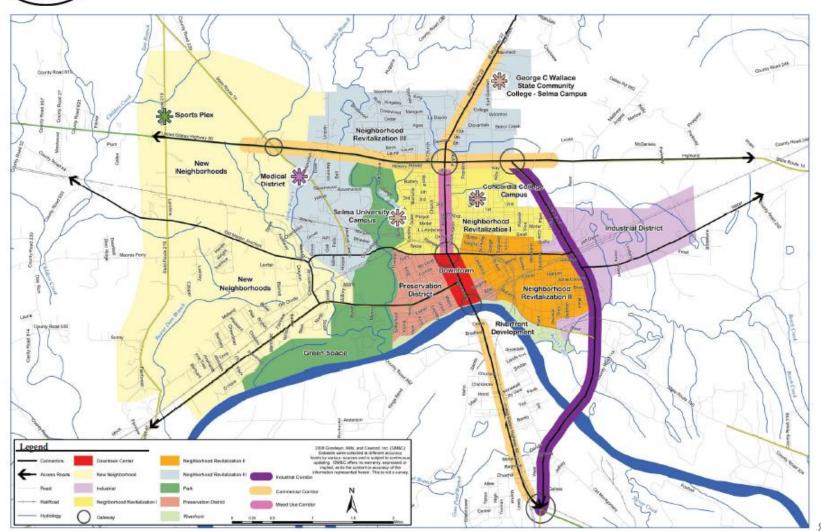


### **AERIAL VIEW OF SELMA**





### **COMMUNITY MASTER PLAN**





# REDEVELOPMENT COMMUNITY MASTER PLAN

**Ongoing and Completed Master Plan Projects and Plans** 

**Approved Community Master Plan** 

**Establish Redevelopment Authority** 

**Riverfront Park (Ongoing Phases)** 

**Downtown Revitalization** 

Water Avenue/Interpretive Center/Arts Revive/Building Rehabilitation

Way-finding and Signage System/Gateways to Selma

**Traffic Signals and Upgrades** 

**Improvements to Memorial Park** 

**New Selma High School** 

**Support Expansion of Concordia College Campus** 

**Upgrade Security and Fire Services and Facilities** 

Part of Neighborhood and Commercial Revitalization

**Short Term Master Plan Projects and Plans** 

**Update Zoning Ordinance and Regulations** 

**GIS Mapping System Update** 

Adopt Revitalization Plans for Neighborhoods and Commercial Districts

**Include Retail Business Expansion** 

**Storm Drainage Improvements** 

**Water and Sewer Improvements** 

**Part of Neighborhood and Commercial Revitalization** 

**Sidewalk Improvements and Safe Routes to Schools** 

Continue to Enforce Historic District and Housing Preservation

Initiate Housing Rehabilitation and In-fill Housing Program with CDC, Others

Commercial and Housing Code Enforcement as Part of Revitalization Program

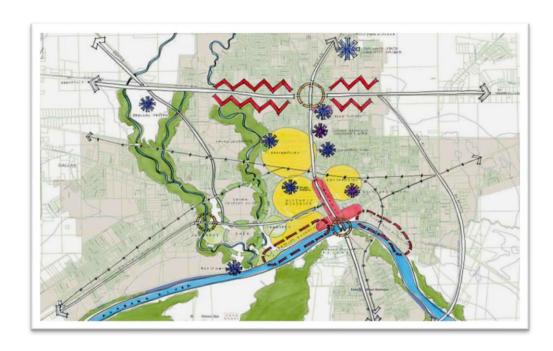
Mid-Term and Long Term Master Plan Projects and Plans

**Support Ongoing Development of Industrial Parks and Sites** 

US 80 Improvements, Access Management and Retail Revitalization



#### COMMUNITY MASTER PLAN



Complete Streets Program (Ongoing street improvements, beautification and lighting)

City-wide Trail System and Neighborhood Parks in Cooperation with YMCA and Schools

**Broad Street Revitalization and Streetscape Improvements** 

Support I 85 Extension Project and Selma Connection

Recovery and Redevelopment of Brownfield Sites

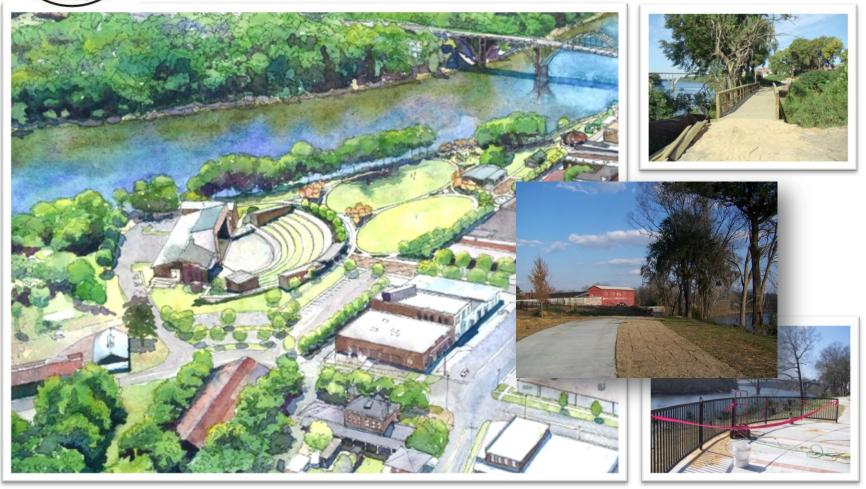
Work with Dallas County and Others on Improvements to US 80 South of the City

Support Intermodal System Including Airport, Rail, River Transportation

Promote the Development of Wellness, Retiree, Tourism, Retail and Entrepreneurial Business Development



### **RIVERFRONT PARK**





### **SELMA INTERPRETIVE CENTER**





### **INTERPRETIVE CENTER FAÇADE**





### **WATER AVENUE STREETSCAPE**





### **PHOENIX PARK**





#### LARGEST EMPLOYERS

- International Paper Co., Riverdale Mill
- Bush Hog, Division of Alamo Group
- Vaughan Regional Medical Center
- Dallas County Public Schools
- Selma Public Schools
- Plantation Patterns Furniture Co., LLC
- Wal-Mart Super Center
- American Apparel, Inc.
- City of Selma
- Honda Lock-America Inc.
- R. L. Zeigler Co., Inc.
- Cahaba Center for Mental Health-Mental Retardation Services
- Hanil E-Hwa Interior Systems Alabama
- Wallace Community College Selma
- Miller & Company
- Dallas County
- Warren Manor Nursing Home
- Renosol Seating
- Crown Health Care Laundry Services, Inc.

- Global Security Glazing
- Park Place Nursing & Rehab Center
- BankTrust
- Lighthouse Rehabilitation & Nursing Home
- Henry Brick Company, Inc.
- Citation Southern Ductile Castings Co.
- Dixie Pellets
- Kyungshin / Lear Sales & Engineering













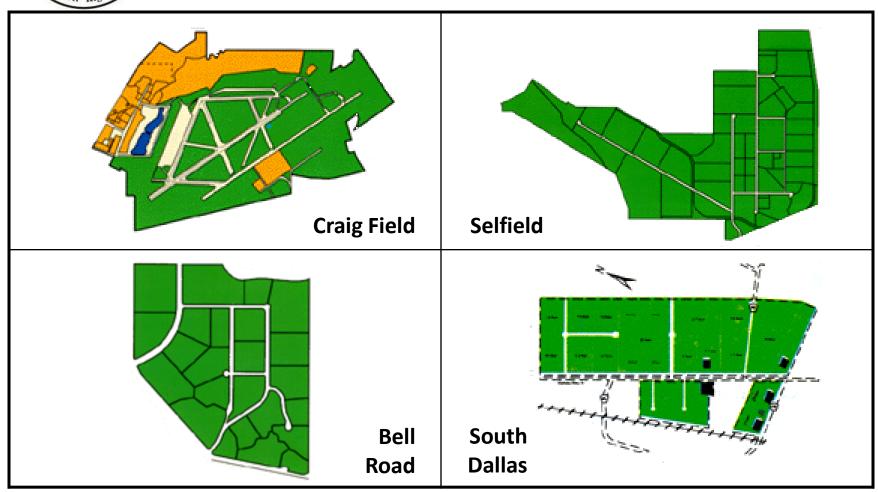








### **INDUSTRIAL PARKS**





### **ANNOUNCED EXPANSIONS**

Year	Company	Jobs	Investment
2011	Globe Metallurgical, Inc	5	\$8,000,000
2010	Crown Health Care Laundry Services, Inc	20	\$1,200,000
	Globe Metallurgical, Inc.	90	\$10,432,759
	American Apparel, Inc.	40	\$500,000
	Hanil E-Hwa Interior Systems Alabama	5	\$2,465,000
	Hanil E-Hwa Interior Systems Alabama	5	\$2,600,000
	Plantation Patterns Furniture Company	100	\$1,000,000
2009	Castle Rock Industries (planned)	130	\$120,000,000
	Hanil E-Hwa Interior Systems Alabama	20	\$6,500,000



**RETAIL** 

- Selma retail businesses generated approximately
   \$307 million in retail sales in 2011
- Retail accounted for 2,612 jobs in Selma during 2011
- Selma serves as a regional retail market center
  - Downtown shopping area
  - Selma Mall Highland Avenue shopping district
  - Approximately 10 outdoor shopping centers
- 10 new retail businesses opened in 2011
- 172 new business licenses were issued in 2011



### **BUSINESSES OPENED / RENOVATIONS**

Year	Company	Year	Company
2012	Selma Walton Theater	2011	New Orleans Bar and Grill
	Downtown Sports Bar		Goody's
	It's Fashion Metro		Burger King
	Loretta's Classic Cuts & Gifts (coming)		Taco Bell
	Steele's (coming)		Firestone
	Barnes & Noble (coming)		Amazing Images Photography
2011	Crown Chicken	2010	Dallas County Seafood and Produce
	The Coffee Shoppe		Selma Good Company
	Farmer's Insurance , LaShauna Taylor		Kevin's Bait Shop
	Nicole's Boutique		Grumbles Alley (renovation)
	Partners in Rehabilitation		Riverdale Credit Union
	Sarrell Dental Center		Bond, Botes, Shinn I Donaldson, PC



### **BUSINESSES OPENED / RENOVATIONS**

Year	Company	Year	Company
2010	Local Advance Loans	2010	Captain's Package Store
	On Time Fashions for Her		Cahawba Motors LLC
	Pettway's Party Stop		All in One #2
	The Fish House		A Cut Above
	Zaxby's		Pro Nails
	Central Park		Five Friends
	The Snack Shop		
	Sharks Fish & Chicken		
	My Mother's Closet Flea Market		
	Local Advance Loans		
	Dominos Pizza		
	Divine Realty LLC		



### **BUSINESS OPENINGS**



**Arts Revive Carneal Building** 



**Miracle Hands Styling Salon** 



**Planet AT&T** 



### **BUSINESS OPENINGS**



The Coffee Shoppe



**New Orleans Bar & Grill** 



**Partners in Rehabilitation** 



**Amazing Images Photography** 



Goody's



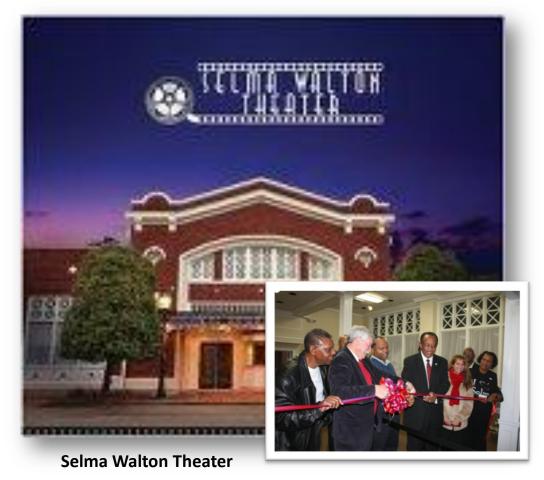
### **BUSINESS OPENINGS**

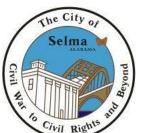


**Downtown Sports Bar & Grill** 

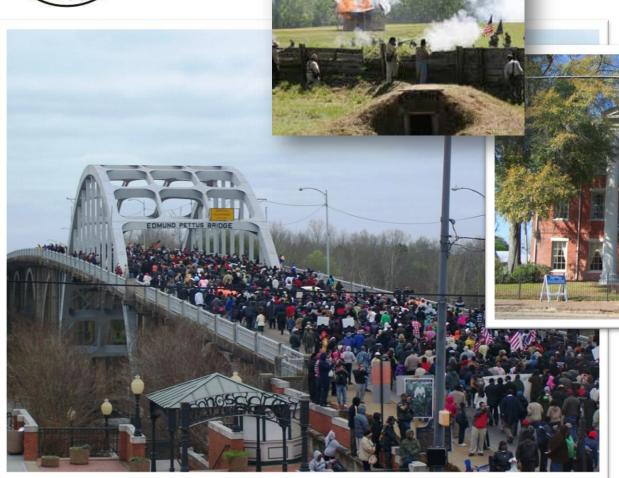


It's Fashion Metro





### **TOURISM**



CIVIL WAR TO CIVIL RIGHTS Selma's tourism industry generates over \$5MM in revenues annually and provided \$323K in lodging tax revenue to the city.



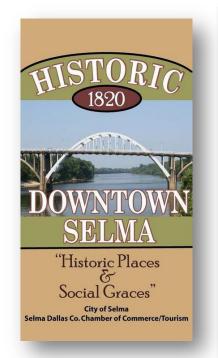
**TOURISM** 



SELMA'S NEW ADVERTISING LOOK Faces and people replaced places and buildings for a new image.



### **TOURISM**





**Banners lining Broad Street were a joint** project of the City of Selma, the Chamber of

Commerce and the Tourism Bureau.



**TOURISM** 

Martin Luther

King Jr. Street



HISTORIC WALKING TOUR BANNERS
Bright new banners greet visitors along Martin
Luther King Jr. Street on the Selma to Montgomery
National Historic Trail.



### **TOURISM**



**HISTORIC DISTRICT SIGNS** 

Colorful new signs were erected replacing faded ones in the Old Town, Ice House and Riverview Historic Districts.



### **PUBLIC EVENTS**

The City of Selma partnered with the Downtown Selma Association and the Chamber of Commerce to put on a successful Fourth of July, Monster Bash, Tree Lighting Ceremony and Christmas parade.



"Moment of Remembrance" observance on Memorial Day





### **CITY OF SELMA OPEN HOUSE**



City equipment, projects, services and technology were on display at the Convention Center the City of Selma Open House and Showcase.



### **CHARITY GOLF CLASSIC**

The 2<sup>nd</sup> Annual Mayor's Charity Golf Classic raised over \$10,000 to benefit special needs children in Selma and Dallas County.







facebook

## **COMMUNITY OUTREACH**



MarkeshiaRicks



- Redevelopment of City Marina
- A Call to Action Neighborhood Action Plan with Church Leaders
- Neighborhood Revitalization/Housing
- Interpretive Center Expansion
- Safe Routes to School Project
- Amphitheater/Police Substation and other amenities



- Continue Street Reconstruction and Resurfacing
- Sanitary Sewer Lines repair and replacement
- Storm Drainage repair and replacement
- Industrial Park (s) Improvements
- Craig Field Airport Improvements
- Expansion of Selma Interpretive Center
- Renovation of downtown public buildings
- Senior Citizen Recreation and Rehab Complex ward



- Selma Riverfront Development
- Installation of new traffic signals
- Construct new Selma Convention Center and Hotel
- Selma City Hall Expansion
- Historic St. James Hotel expansion
- Selma Downtown Parking Deck
- Selma "green" transportation fleet



- Way-finding signs for City
- Public Golf Course and Lodge
- Upgrades for the Selma City Water Works
- Support renovation and upgrades for Selma schools
- Construct and Update City Marina
- Recreational Boat Fleet
- Restore Historic Good Samaritan Hospital Building



- Hands-on Children's Museum
- Civil War Complex
- Selma Youth Education and Recreation Center
- Stadium and Bloch Park Expansion
- City sidewalks, curbs and gutters
- Youth Activity Center
- Youth Recreational Facilities



- Selma Zoo Facility
- Urban landscaping
- Infrastructure expansion throughout the Police Jurisdiction
- Alabama River Pedestrian Bridge
- Craig Field Industrial Port
- Selma Aquarium



- Systematize garbage and trash pickup
- Build new landfill cells
- Neighborhood parks in each ward
- Memorial Stadium Commemorative Park
- Songs of Selma Commemorative Park
- Citywide housing





"New **Bridges** to **Build**"

# The Bridge Builder

An old man, going a lone highway,
Came at the evening cold and gray,
To a chasm, vast and deep and wide,
Through which was flowing a sullen tide.

The old man crossed in the twilight dim,
That sullen stream had no fears for him;
But he turned, when he reached the other side,
And built a bridge to span the tide.

"Old man," said a fellow pilgrim near,
"You are wasting strength in building here.
Your journey will end with the ending day;
You never again must pass this way.
You have crossed the chasm, deep and wide,
Why build you the bridge at the eventide?"

The builder lifted his old gray head.
"Good friend, in the path I have come," he said,
"There followeth after me today
A youth whose feet must pass this way.

This chasm that has been naught to me
To that fair-haired youth may a pitfall be.
He, too, must cross in the twilight dim;
Good friend, I am building the bridge for him."





# "Together We're Building **Bridges**"

